WE CLAIM:

A compound of the formula

$$\begin{array}{c}
R_{1} \longrightarrow C = C \longrightarrow -R_{2} \\
\downarrow C + C \longrightarrow -R_{2} \\
\downarrow C + C \longrightarrow -R_{2}
\end{array}$$
(1)

or

$$\begin{array}{c|c}
R_1 & C & C \\
 & C & C \\
 & C & R_2 \\
 & C & R_2
\end{array}$$
(II)

OH, halogen, alkoxy of | to 4 carbon atoms,

wherein n is 0 to 4, R₁ and R₂, which can be the same or different are H, OH, an alkoxy group of 1 to 4 carbon atoms, benzyloxy or methoxymethoxy; R3 is H, benzyloxy, methoxymethoxy, 2,3-dihydroxypropoxy or

wherein m is 1 or 2, R_6 and R_7 , which can be the same or different are H or an alkyl group of 1 to 4 carbon

atoms, or -N R7 can form an N-containing three-, four-, five- or six-membered heterocyclic ring; R4 is OH, F, Cl, Br, J, mesyloxy, tosyloxy, alkylcarbonyloxy of 1 to 4 carbon atoms, formyloxy or CH2R4 is replaced by CHO; R5 is H or OH; or R4 and R5 together form an -O- bridge between the carbon atoms to which they are attached, provided that

- a) when n is 0, then R_2 and R_3 are not both simultaneously hydrogen or methoxy
- b) when n is 0, then R_3 must be other than halogen
- c) when n is 1 and R_4 and R_5 both are OH or together form an -O- bridge between the carbon atoms to which they are attached, then R_1 , R_2 and R_3 are not all simultaneously hydrogen
- d) when n is 2 and R_4 and R_5 together form an -0-bridge between the carbon atoms to which they are attached, then R_1 , R_2 and R_3 are not all simultaneously hydrogen

and their non-toxic pharmaceutically acceptable salts, N-oxides and esters and mixtures thereof.

2. A compound according to claim 1 wherein n is 1 or 2, each of R_1 , R_2 and R_3 is hydrogen, hydroxy, methoxy or ethoxy, at least one of R_1 , R_2 and R_3 being other than hydrogen, and R_3 may in addition be

wherein R_6 and R_7 are methyl or ethyl, R_4 is chlorine, bromine or hydroxy, R_5 is hydrogen or hydroxy, or R_4 and R_5 together form an -O- bridge between the carbon atoms to which they are attached, and its non-toxic pharmaceutically acceptable salts and esters and mixtures thereof.

- 3. A compound according to claim 1 which is 1,2-diphenyl-1-(4-hydroxyphenyl)butane-1,4-diol and its non-toxic pharmaceutically acceptable salts and esters.
- 4. A compound according to claim 1 which is 2,3-diphenyl-2-(4-hydroxyphenyl) tetrahydrofuran and its non-toxic pharmaceutically acceptable salts and esters.
- 5. A compound according to claim 1 which is 1,2-diphenyl-1-(4-methoxyphenyl)-1-buten-4-ol and its non-toxic pharmaceutically acceptable esters.
- 6. A compound according to claim which is 1,2-diphenyl-1-[4-2-(N,N-dimethylamino)ethoxy]-phenyl]-1-buten-4-ol and its non-toxic pharmaceutically acceptable salts and esters.
- 7. A compound according to claim 1 which is 2,3-diphenyl-2-(4-hydroxyphenyl)tetrahydropyran and its non-toxic pharmaceutically acceptable salts and esters.
- 8. A compound according to claim 1 which is 1,2-diphenyl-1-(4-hydroxyphenyl)-1-penten-5-ol and its non-toxic pharmaceutically acceptable salts and esters.
 - A compound according to claim 1 which is 4—
 chloro-1,2-diphenyl-1-[4-[2-(N,N-dimethylamino)ethoxy]phenyl]-1-butene and its non-toxic
 pharmaceutically acceptable salts
- 10. A compound according to claim 1 which is 1phenyl-1,2-bis-(4-hydroxyphenyl)butane-1,4-diol
 and its non-toxic pharmaceutically acceptable
 salts and esters.

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- 11. A compound according to claim 1 which is 2-phenyl-2,3-bis/4-hydroxyphenyl)tetrahydrofuran and its non-toxic pharmaceutically acceptable salts and esters.
- 12. A compound according to claim 1 which is 1,2-dipheryl-1-(4-hydroxyphenyl)-1-buten-4-ol and its non-toxic pharmaceutically acceptable salts and esters.
- 13. A compound according to claim 1 which is 4-bromo1,2-diphenyl-1-[4-[2-(N,N-dimethylamino)-ethoxy]phenyl]-1-butene and its non-toxic pharmaceutically acceptable salts.

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- 14. A compound according to claim 1 which is 4-chloro-1,2-diphenyl-1-(4-hydroxyphenyl) butane and its non-toxic pharmaceutically acceptable salts and esters.
- 15. A compound according to claim 1 which is 4-chloro-1,2-diphenyl-1-(4-hydroxyphenyl)-1-butene and its non-toxic pharmaceutically acceptable salts and esters.
- 16. A compound according to claim 1 which is 2,3-diphenyl-2-[4-[2-(N,N-dimethylamino)ethoxy]-phenyl]-tetrahydrofuran and its non-toxic pharmaceutically acceptable salts.
- 17. A compound according to claim 1 which is 1,2-diphenyl-1-[4-[2-(N,N-dimethylamino)ethoxy]-phenyl]-butane-1,4-diol and its non-toxic pharmaceutically acceptable salts and esters.

18. A pharmaceutical composition comprising an effective amount of a compound of the formula

$$R_{1} \longrightarrow C = C \longrightarrow R_{2} \qquad (I)$$

$$CH_{2} \cap R_{4}$$

or

$$\begin{array}{c|c}
R_1 & CH & C \\
CH_2)_n & R_5 \\
CH_2^{-R_4}
\end{array}$$

wherein n is 0 to A, R_1 and R_2 , which can be the same or different are H, OH, an alkoxy group of 1 to 4 carbon atoms, benzyloxy or methoxymethoxy; R_3 is H, OH, halogen, alkoxy of 1 to 4 carbon atoms, benzyloxy, methoxymethoxy, 2,3-dihydroxypropoxy or

 $-O-(CH_2)_m-CH_2-N$ — R_7 wherein m is 1 or 2, R_6 and R_7 , which can be the same or different are H or an alkyl group of 1 to 4 carbon atoms, or

-N-R₇ can form an N-containing three-, four-, five- or six-membered heterocyclic ring; R₄ is OH, F, Cl, Br, J, mesyloxy, tosyloxy, alkylcarbonyloxy of 1 to 4 carbon atoms, formyloxy or CH₂R₄is replaced by CHO; R₅ is H or OH; or R₄ and R₅ together form an -O-bridge between the carbon atoms to which they are attached or a non-toxic pharmaceutically acceptable salt or ester thereof and a compatible pharmaceutically acceptable carrier therefor.

19. A method of producing an oestrogenic, antioestrogenic or progestanic effect in a subject in
which such an effect is desired which comprises
administering to said subject an effective amount of
a compound of formula (I) or (II) as defined in claim
10 or a non-toxic pharmaceutically acceptable salt or
ester thereof.

7 20. A method according to claim 19 in which an antioestrogenic effect is produced in a subject suffering from an oestrogen-dependent tumour.

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